

Salted fish products based on farmed cod and wild cod in the Spanish salted fish market

1. Name of research leader and members

Project leader: Researcher Lorena Gallart Jornet; Prof. Knut Bjørn Lindkvist and master students at UiB; Prof. Isabel Escriche and master students UP Valencia; Seafood Norway, Spain.

2. Research objectives

1. To examine the attitudes and perceptions of salted products based on farmed cod and conventionally captured fresh (non-frozen) cod in the Spanish market through the production chain.
2. To study the requirement of acceptance tests as an essential method for salted cod products' entrance onto the Spanish market.
3. To examine the possible strategies, and give suggestions to the Norwegian industry, for how to introduce non-frozen conventionally captured salted cod and salted farmed cod as new segment in the Spanish market.

3. Background

Farming of Atlantic cod is expected to become an important future industry in the North Atlantic. The increasing production of farmed cod make the industry consider whether it is relevant to use farmed cod to elaborate different salted fish products and complement the salted fish products based on wild cod, especially as the catches of wild cod are decreasing. New products based on farmed cod from Northern Norway might be a promising segment in the Spanish market, assuring higher quality products and long-term contracts to the big retailers all year round. Also salted products from conventionally captured cod which have not been frozen may also be of increasing interest in the Spanish market as it has become very popular on the domestic market.

“How will salt products from farmed cod be perceived in the Spanish market, considering all the stake holders of the Spanish value chain”?

4. Research Problems:

- Can the Norwegian fishery produce high quality salted fish products from farmed, and wild -cod which will be accepted in the Spanish markets? Which conditions have to be fulfilled in order to achieve this?
- What role do acceptance tests of the different fish products play for the of Spanish retailers' decision to buy Norwegian products?
- Can Spanish Importers/distributors-retailers/consumers, etc. associate “bacalao” with more products than “salted fish”, like “farmed” and “conventionally captured” fresh fish? What are the implications?
- Is there a need for a specific product brand, or is standard labelling with simple explanations and better marketing, sufficient?

5. Relation to the tasks of the main project

Task 4: T 4.3; T 4.4; T 4.5

6. Time-schedule:

January 2009 to November 2009. In full time, two months.